

## **Marketing Standards and Benchmarks**

The Iowa Department of Education and the Division of Community Colleges and Workforce Preparation belongs to a consortium with MBA Research & Curriculum Center (MarkEd) to provide Model Standards and Benchmarks for Marketing Education.

These standards and benchmarks also identify competencies for career pathways within the Marketing Cluster. The link for the Marketing Standards and Benchmarks can be found at the [MarkEd Standards & Benchmarks website](#).